

ANOTHER GREAT PRICE REDUCING EVENT BEGINS MONDAY MORNING

THE "END-OF-SUMMER" SALE

August, the last of the summer months, is here and with it comes the necessity of removing from our stocks every vestige of summer merchandise---of getting in readiness for the arrival of new things for fall, which will soon begin to put in their appearance. We've been unsparing in the price revisions for this sale---lowering them to a point hitherto deemed impossible. But one idea has dominated this price reduction---the quick and absolute disposal of everything that hints of summer.

Incomparable Pricing of Women's Ready-to-Wear Garments

PRICE MAKING in the Ready-to-Wear Section borders on the sensational in this "End-of-Summer" Sale. But few of the really remarkable offerings are mentioned in this advertisement---in every part of this great garment store are displayed groups of summer wearables temptingly priced. We've excepted nothing---tailored suits, skirts, lingerie, linen and silk dresses, fancy costumes, waists---in fact every summer garment for women's wear bears a price ticket that tells of a decisive reduction.

Lingerie Dresses Reduced—

LESS than half, scarcely more than one-third of the former price is the new price put on all lingerie dresses. Scores of beautiful garments, the most charming styles of the season, are shown at these lowered prices.

Our entire line of lingerie and linen dresses is included---dainty dresses of white batiste, lace and embroidery trimmed; allover embroidered effects; embroidered flouncings combined with suitable laces; hand embroidered styles; dresses trimmed with hand made cluny; colored and white marquisette costumes.

One Lot, Including \$45.00 Styles, at \$19.50

One Lot, Including \$30.00 Styles, at \$10.00

Wash Dresses

Neatly made dresses for house and street wear, of percale, lawn, and zephyr gingham, many styles with yoke and kimono sleeve of allover embroidery. Values to \$5.00

\$2.95

Natural linen dresses, allover eyelet embroidered, or with yoke, sleeves and hand on skirt of colored eyelet embroidery; pretty styles in dimity, lawn and gingham. Values to \$7.50

\$4.45

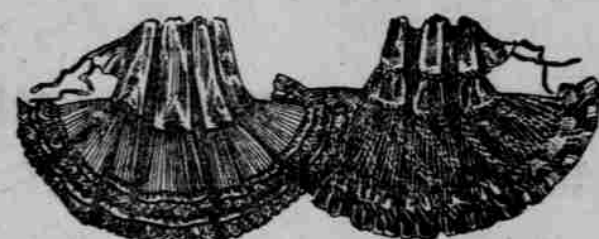
Kimonos

Special lot of full length kimonos made of figured lawns and dimities, shirred at waist or with loose back. Styles worth to \$2.50

\$1.45

Full length kimonos, good width, shirred at waist or loose, made of extra quality Japanese silks in oriental, floral and conventional designs in all colors. Regular \$6.00 and \$6.50 values

\$3.95



Incomparable Values in Silk Petticoats

EVERY woman knows about the POPULAR silk petticoats---that the values given here are truly "incomparable." In these two lots are nearly five hundred, showing every imaginable color, black and white. We've never sold better ones for the price.

Petticoats made of good quality all silk, soft finish taffeta, and messaline, with deep flounce, ruffled or pleated. In black, white and plain and changeable colors. Real \$4.50 values

\$1.95

Petticoats of extra quality messaline, deep flounce, good width and in the full line of pastel shades, staple colors, black and white. The real value is \$5.50---special

\$2.95

Pongee Coats Reduced—

ABOUT fifty of these very desirable coats remain, in a variety of pleasing styles, and a quick clearance price has been made on each one. Travelers and motorists will find styles suited to their needs in these lots.

The coats offered are full length styles, of natural pongee, rain proofed pongee, imitation pongee, natural and white linen. In the finer qualities the styles are exclusive. Black satin collars and bands, colored embroideries, fancy braiding and buttons are used in trimming.

One Lot, Including \$10.00 Styles, at \$4.95

One Lot, Including \$20.00 Styles, at \$9.95

One Lot, Including \$35.00 Styles, at \$17.50

White and Natural Linen, \$7.50 Styles, \$2.95

Voile Skirts

High class skirts in styles for dressy wear, made of best quality Aultman voile. The styles are plainly tailored, pleated, and many elaborately trimmed with braiding, bands, and buttons. All are new models showing many unique style features, and many are exclusive garments. Skirts worth to \$22.50

\$12.45

Corsets

Special lot of summer weight corsets, the net or batiste, long, medium and short models, with hose supporters attached. 75c values, each

45c

Special lot of new model corsets, long, medium and short, excellent quality white batiste, well boned, with hose supporters. \$1.00 and \$1.25 values

69c



Notion Sale

EACH price quoted here means a saving to you, on items you need for every day use. In each one you'll get genuine POPULAR quality. Trimming braids in fast colors, six yard bolts, worth to 50c, each. 20c Children's "Flexo" skeleton waists, all sizes, regularly 25c. 17c Glove and hose darners. 3c Safety pins, a dozen. 3c Boys' knee protectors, 25c value. 15c White seaming braids, 35c bolts. 25c Cube pins, assorted colors. 3c Pearl buttons, 10c quality, a doz. 5c Hooks and eyes, two cards for. 5c Cotton tape all widths, three for. 5c No. 3 Kleenert's dress shields. 18c Child's hose supporters, 15c and 20c kinds

Gloves & Hdk's

SILK GLOVES
Wrist length all silk thread gloves, in black and white only. Fairly complete line of sizes. Extra special, a pair

18c

LISLE GLOVES

Sixteen button length lisle thread gloves, in brown and tan only. Line of sizes slightly broken. Regular 50c value, a pair

20c

HANDKERCHIEFS

Neat, hemstitched cotton handkerchiefs with colored border. Good for school children's use. 5c value, four for

10c

HANDKERCHIEFS

Women's sheer linen lawn handkerchiefs, hemstitched and with neat hand embroidered initial and lace edge. 15c value

11c

HANDKERCHIEFS

Women's pure linen, hemstitched, embroidered and lace edge. Some slightly soiled and mused. Values to 35c, each

15c

HANDKERCHIEFS

About ten dozen women's fine sheer linen, hemstitched, hand embroidered designs, some a little soiled and mused. Regular 50c values, each

25c

Neckwear, Belts

65c NECKWEAR 23c
Specially selected lot of fancy dutch collars, jabots, stocks and Ascot ties, embroidered and lace trimmed. Styles worth to 65c

23c

75c NECKWEAR 35c

Handsome dutch collars, stocks, jabots and Ascot ties of linen, lawn and Swiss, prettily trimmed with suitable laces and embroideries. Values to 75c

35c

LINEN COLLARS 15c

Laundered linen collars, fold, Eton and Byron styles, embroidered in white and colors. Regular values to 75c, each

15c

35c WASH BELTS 14c

Linen and linene belts in plain tailor stitched and embroidered styles, with neat pearl buckle. Values to 35c

14c

75c WASH BELTS 23c

Plain tailored and embroidered belts of white linen and linene, with pearl buckles. Styles worth to 75c

23c

"End-of-Summer" Sale Lingerie Waists

THREE lots have been made of all remaining lingerie waists which sold regularly in season from \$1.00 to \$3.50. Most of these have been displayed on tables and in the windows and are, naturally a little soiled and mused. But the prices we've made on them in this sale more than makes up for the mused appearance. Aside from being soiled, all are in perfect condition.

\$1.75 WAISTS 75c

One lot of fancy lingerie and marquisette waists, lace trimmed, embroidered in white or colors. New models with peasant, kimono or regular sleeve, high, round or dutch neck. Values from \$1.00 to \$1.75

75c each

\$2.50 WAISTS \$1.00

Fancy lingerie, and semi-tailored lingerie and marquisette waists, embroidered in white or colors, trimmed with valencienne and cluny laces. All new models, a complete line of sizes. Values to \$2.50

\$1.00 each

\$3.50 WAISTS \$1.50

A grand group of fine quality lingerie and marquisette waists, beautifully trimmed with fine val and hand made cluny laces and fine embroideries, and hand embroidered in white and colors. Many waists in this lot sold earlier for \$3.00 and \$3.50

\$1.50 each

"End-of-Summer" Sale

65c Summer Silks 19c

ONE grand lot has been made of all remaining half silk summer dress fabrics in plain and printed in pongee effects and foulard designs. 27 inches wide, values to 65c, a yard

19c

SHORT LENGTHS SILKS

All odds and ends and short lengths of tussan, shantung, fancy taffeta and messalines, in all colors and in quantities worth to \$1.25 a yard, specially priced a yard

49c

SATIN DUCHESSE

Extra quality, all silk, satin duchesse, a full yard wide in black only. Our special \$1.50 quality, a yard

98c

\$1.50 WHITE SERGE 98c

All wool storm serge, fifty inches wide, in cream white only. Regular \$1.50 value, a yard

98c

\$1.25 WOOLENS 49c

Summer weight woolen fabrics in plain and fancy weaves, in browns, blues, greys, tans and other desirable shades. Special lot including \$1.25 values, a yard

49c

BORDERED CHIFFON

Best quality all silk chiffon with handsome printed border in Persian designs and fancy imported French voiles. For reception and evening costumes at

1-2 Price

The Final Reduction

Monday all remaining pairs of the great lot of odds and ends and manufacturer's sample shoes, will be put on sale at the lowest price limit. Only a few hundred pairs remain, of the thousands which were offered a short time ago, and there are still many desirable styles to choose from.

Women's pumps and oxfords worth to \$4.50, in black, tan and patent leather.

\$1.48 a pair

Astonishing Price Reductions of Remaining Summer Wash Fabrics

WHAT wash fabrics remain after the big selling season have been grouped in special price lots for this "end-of-summer" sale. Lines are broken and there now remains only one piece of this pattern or two of that. The sale price on these odd pieces has been made without considering the former price---some are reduced to half---others to one-third of the first-of-the-season price. Two big tables are filled with the greatest bargains ever offered in desirable summer dress materials.

Values to 35c

9c

a yard

Values to 35c

16c

a yard

2,000 Yards Batiste at 10c a Yard

TWO thousand yards of one of the most desirable of the summer dress materials. Not too light and sheer, but a good firm weave, and washes perfectly. A great assortment of new and neat designs is shown in floral, stripe and small figure effects. Designs suitable for both women's and children's garments will be found in this lot. A special purchase of these allows us to offer regular 15c and 17-1/2c qualities at, a yard

10c

On Sale 9 to 10 a. m. WHITE LACE SKIRTS, Plain and Braided \$1.25 value. 50 Cents. Limit One. Second Floor.	On Sale 3 to 4 p. m. GIRLIE CORSETS, Summer Net, 50c Styles. 12 Cents. Limit One. Second Floor.
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50c Table Linen 34c

Good quality mercerized table damask, sixty-four inches wide in a big variety of pretty, new designs. A special 50c quality, priced in this "end-of-summer" sale, a yard

34c

NAPKINS

Mercerized damask napkins, same quality as above, 18x18 inch size, hemmed ready for use. Regular \$1.00 quality, a dozen

79c

FANCY LINENS

Special lot of centerpieces, lunch cloths, scarfs and fine quality linen huck towels. Regular 75c to \$1.00 values, each

48c

Men's Silk Lisle Hose 35c

Best quality "Onyx" brand silk lisle half hose, look and feel like silk, in black and a large assortment of colors. Regular 50c quality, a pair

35c

JAP. MATTING SUIT CASES

Suit cases and hand bags, full fibre ends, strongly made over steel frame, with brass trimmings, \$1.80 to

\$2.00

"End-of-Summer" Sale Ribbons and Veilings

PLAIN RIBBONS 16c
Extra quality all silk taffeta, messaline and satin ribbons, four to eight inches wide, in black, white and all desirable colors. An excellent quality for the school girls' hair bows. 35c value, a yard

16c

FANCY RIBBONS 19c

Handsome Dresden designs on extra quality all silk taffeta. Six to eight inches wide and in a large assortment of very new designs. A regular 25c quality, a yard

19c

VEILINGS 29c

An assorted lot of chiffon and fancy mesh veilings, odd pieces of some of our best selling styles in black, white and colors. Values to 65c, a yard

29c

DRAPE VEILS 19c

Washable net veils, for hat drapes, embroidered in handsome designs. Special lot including 50c values, each

19c

DRAPE VEILS 48c

The new Shelland silk spun drapery veils, in white. Very effective and one of the newest ideas in veils. Regular 75c values, each

48c



Toilet Articles

ODDS and ends accumulate in this department as in all others, and we've taken all these articles, where there are only a few of a kind left and made a quick selling price. Every item in this list is of standard quality.

TOILET SOAPS

Ten dozen cakes of Pinaud's fine quality toilet soaps in assorted scents. Regular 25c kinds, each

15c

FACE POWDER

Standard brands of face powder, only a few boxes of a kind left, which regularly sell for 50c. Each

35c

TALCUM POWDER

Standard brands of Talcum powders, only a few boxes of each kind. Best makes which sell regularly for 25c, a box

14c

La Tosca Tooth Wash, 25c bottles, each

Euthymol and Sanitol Tooth Paste, regularly 25c

Ego Liquid Shampoo, 25c bottle 15c

Pond's Extract and Cole Toilet Soap, regularly 20c, a cake

Rikers American Bouquet Cologne, 75c bottles

Mennen's Talcum Powder, 25c box 15c

20 Mule Team Borax, 1 lb. pkg. 10c

Art Materials

PIN CUSHION COVERS
Made of good quality white art linen, stamped for embroidery. Values to 25c, each

15c

BABY PILLOWS

White linen pillow covers, stamped in pretty designs for embroidery. 75c values

55c

PILLOW TOPS

Art cloth in new hand painted effects in a large variety of designs. Values to 20c

12c

BABY PILLOWS

Dainty pillow covers of white flit lace, finished ready to use 65c values, each

45c

BROKEN LINES

Odds and ends of all kinds of stamped and finished laundry bags, centers, pillow tops, etc., of art linen, burlap and cretonne. In embroidered and tinted effects.

Values to 65c for 35c

Values to 35c for 18c

House Dresses

(Basement.)

Well made, neat style dresses and kimonos for house wear will be on sale this week in the basement at genuine bargain prices. Of good quality lawns, gingham, percales, and tissues, many of them prettily trimmed with pipings, laces and embroideries.

\$3.00 House Dresses \$1.95

\$2.45 House Dresses \$1.49

\$1.50 House Dresses \$98c

\$1.00 House Dresses \$79c

75c Children's Dresses \$39c

\$1.00 Long Lawn Kimonos \$79c

50c Long Lawn Kimonos \$34c

25c Children's Sunbonnets \$15c

The Popular
DRY GOODS CO. INC

Three Great Lots of Laces

Remarkable value in each item. Odd patterns and matched sets of our best laces---oriental, baby Irish, and flit effects. Edgings, insertions, bands, and galleons in new designs, white, cream and ecru, one to three inches wide.

Values to 65c, a yard

Values to \$1.00, a yard

Values to \$1.50, a yard

Mail Orders Filled Promptly